

**Utah Office of Tourism  
Board Meeting  
Thursday, January 8, 2009 – 10:00 a.m.  
350 North State Street  
East Senate Building, 1<sup>st</sup> Floor  
Olmstead Room  
Salt Lake City, UT**

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**Present**

**Board Members**

Kim McClelland  
John Holland  
Steve Lindburg  
Jeff Robbins  
Bob Bonar  
Hans Fuegi

Bill Malone  
Pam Hilton  
Georgianna Knudson  
Colin Fryer  
Peter Corroon

**Staff**

Leigh von der Esch  
Dave Williams  
Kelly Day  
Gael Hill  
Clayton Scrivner

Barbara Bloedorn  
Tracie Cayford  
Lorraine Daly  
Dominic Brown  
Matt Morgan

**Guest**

Pat Holmes  
Jeremy Chase  
Steve Driggs  
Brock Vergakis  
Nathan Rafferty  
Dave Webb  
Danny Richardson  
Red Oelerich  
Joel Racker  
Tracie Chineth  
Jessica DuFoe  
Andrew Kirk  
Mike Gorrell  
Jason Lee  
Bill Marolt  
Tom Kelly

Salt Lake CVB  
Struck Creative  
Struck Creative  
Associated Press  
Ski Utah  
Utah.com  
UTIC  
Outdoor Utah  
Utah Valley CVB  
Blitz Media  
Blitz Media  
Park Record News  
Salt Lake Tribune  
Deseret News  
USSA  
USSA

**Welcome**

Kim called the meeting to order and welcomed everyone. He then asked all those in the room to introduce themselves.

## **Minutes**

**MOTION:** Colin made a motion to approve the minutes of the Budget meeting held December 11<sup>th</sup> in Salt Lake. Hans seconded the motion and it passed unanimously.

**MOTION:** Steve Lindburg made a motion to approve the minutes of the Board meeting held December 11<sup>th</sup> in Salt Lake. Bob Bonar seconded the motion and it passed unanimously.

## **US Ski & Snowboard Center for Excellence Presentation**

Bill Marolt and Tom Kelly of the USSA gave a brief update on a new training and educational facility being built for USSA athletes. The facility will be 85,000 sq. ft. on three floors situated on five acres of land adjacent to the Sports Field Complex at Quinn's Junction at Highway 248 and US 40. The facility will include a gymnasium, weight room, cardio respiratory training area, nutrition center, ramps & tramps, sports medicine center, recover & rehab center, communications resource center, education center, an equipment workshop and a "Walk of Fame" entryway. The facility is slated to open in March 2009.

## **Marketing Committee Report**

**Media Buy:** Steve Lindburg welcomed Tracie Chineth and Jessica DuFoe from Blitz Media. Steve indicated that the marketing committee had requested that Blitz do a recap of their efforts and results on the media buy to give the board confidence that we are getting the best value for the dollars spent.

Tracie and Jessica from Blitz gave a power point presentation regarding the media buy. Items discussed in the presentation were cable & spot TV ads, print ads, and online ads. They also discussed their research and strategy and their negotiations for added value of the media buy.

Blitz presented the proposed 2009 non-winter media buy including television, interactive and magazine advertising for a gross cost of \$3,257,429 which includes 246,727,660 impressions.

**MOTION:** Steve Lindburg made a motion to approve the release of \$3,257,429 to execute the non-winter media buy as presented by Blitz. John Holland seconded the motion. Steve suggested that the board build in some flexibility if the budget is changed by the state legislature. Steve indicated that the board has already examined where cuts can be made in the plan based on a variety of scenarios that Leigh has previously described both from what she thinks is most likely to happen to the worst case scenario and Steve stressed that we should be prepared to make those changes in the plan if it is required. After some discussion the motion passed unanimously.

**AAA:** Steve indicated that in the December board meeting there was a motion to move \$15,150 from the TMPF fund to the Coop Marketing Fund to cover all of the potential coop matching funds. Steve said that though the AAA sold well, the \$15,150 matching AAA funds were not needed and he would like to move that these funds be returned to the non-winter TMPF.

**MOTION:** After a brief discussion by the board Steve Lindburg made a motion to move \$15,150 as outlined above, back to the non-winter TMPF to be used for miscellaneous and promotional expenses as they occur. Peter seconded the motion and it passed unanimously.

**Struck:** Steve and Jeremy from Struck provided a handout of the 2008 year-in-review. This review included summaries of the 2008 winter and non-winter TV, print, interactive and utah.travel as well as advertising budget information. Struck will present a creative update of the summer campaign at the next board meeting.

The board, staff and visitors congratulated Mayor Corroon on his recent re-election.

## **Coop Marketing Report**

Hans discussed a coop application from the Moab Area Travel Council that had been awarded \$240,000 in round 6 for an advertising campaign focused mainly in the Northwest. With a change in patterns of people not traveling as far and considering that the marketing committee decided not to advertise in the Northwest, the applicant approached the coop committee with a revised marketing plan specifically focused in the Colorado market.

Hans and the Co-op Committee recommended allowing the applicant to pull the campaign out of the Northwest but in doing so, recommends reducing the request by 10%.

Steve Lindburg indicated that we will continue to see changes in our media plan as we move forward and as we get more and more detail about what works. It may be necessary to make quick decisions that will have some impact.

Leigh reminded the board that they have previously approved the media buy excluding Seattle.

**MOTION:** After some discussion by the board, John Holland made a motion to allow the Moab Area Travel Council to redirect its Co-op marketing plan from the Northwest to the Colorado market; however, the committee recommends funding this change request at 90% (\$216,000) of the original request (\$240,000) – or they can go ahead as originally planned at 100% in the Northwest market. Georgianna seconded the motion. Colin abstained, the motion passed.

Hans indicated that Kelly will prepare a recap of remaining Co-op funds and make that available for the board.

## **Communications & Publications**

Tracie Cayford provided a brief recap which included activity reports from Lou Hammond included the board packets. She also gave an update on journalists that our office is working with, hot tip leads, press releases and she indicated that Katie Cornish from Lou Hammond was in Utah in December visiting all of the ski resorts. They were covered in four days and good feedback was received from our partners.

Tracie also passed around some international publications in which Utah was highlighted.

Leigh expressed appreciation for Osamu, our Asian representative for all of his efforts on our behalf in the Asian market.

Leigh also sent out kudos to Tracie, Clayton, Dominic, Matt and the team on what they have been doing working with Lou Hammond. The domestic PR firm is really doing some good work for in getting ahead of the curve in planting stories.

Steve Lindburg brought attention to a profile of Leigh in the Utah CEO magazine. The board thanked Leigh for a great job of representing the state. Kim asked that a copy of the profile be included in the board packets at the next meeting.

Bill Malone asked if we had any information regarding the plans for promoting the Tokyo flight. Leigh indicated that nothing has been decided at this point. The committee is still in the planning stages and she will keep the board informed as information is available.

Bill also asked if we had any information regarding Northwest Airlines upcoming Japan Travel Show in Canada. Tracie Cayford will follow-up.

## **Directors Report**

Leigh indicated that Delta's 90 second commercial had been delivered. Delta will begin showing the Spring/Summer commercial in March. She also discussed activities going on during the Sundance Film Festival January 15-25. Leigh also indicated that the UOT had their first ever electronic Christmas card created by Matt Morgan.

Dominic presented a video that had highlights from three recent UK media FAMS. The FAMS were with Travel Channel International, Rough Guides and Globe Trekker. Matt Morgan helped create the highlights video. Matt indicated that some of our B-Roll was used in the video. Leigh extended appreciation on behalf of the UOT for their cooperation of our partners around the state who have provided lodging and other amenities for our FAMS.

Bob Bonar indicated that the ski resorts had a good holiday season. December was strong due to a good snowfall. The resorts are doing well, not a record year, but business is still good.

Leigh and Pat Holmes gave a brief update on the Meeting Planners International conventions for 2008 and 2009.

The board briefly discussed their concerns regarding the freeze on the UOT's international travel and the importance of our international visitors to Southern Utah. The board asked if there was anything they could do to help support the UOT by possibly writing a letter to the director of GOED or to the Governor's Office if it is appropriate. It was recommended that board members speak to their local representatives in their areas. The board agreed to have John Holland work with Leigh to help facilitate drafting a letter for the boards' approval in supporting the importance of international travel for the Office of Tourism to encourage international visitors.

Leigh briefly discussed the upcoming legislative session and possible budget reductions in the current 2008/2009 budget as well as 2009/2010.

## **Public Comment**

Red Oelerich announced that the Outdoor Retail show would begin in two weeks. He also gave an update on an upcoming article that will be in the Outdoor Utah magazine.

Nathan Rafferty announced that Ski Utah's PR department invited local media and national media to attempt to ski all 13 ski areas in one day. He also mentioned that he heard the Colorado State Office of Tourism advertising Colorado ski resorts on Utah radio. Another board member indicated that they had seen Colorado ads on television as well.

Joel Racker mentioned a letter to the editor from a World War II veteran from the UK talking about his great experience in Utah.

Jeff Robbins expressed the great exposure that Utah has received because of the "Sugar Bowl."

Pat Holmes reminded the UOT board and staff as well as partners to be sure to attend the Outdoor Retailers Show.

Meeting adjourned.

The next board meeting will be held, February 12<sup>th</sup> in Ogden.